From: Tucker-Potter, Stacy
To: Rellen Hayes
Subject: RE: Directory Project Marketing Deliverables
Date: Friday, June 14, 2019 4:15:00 PM

Can you provide the number to go here:

> If you have received a postcard or an email with a telephone number, you may call the number to speak with a dedicated representative for the Truman State University project. The representative will verify all the information we have on file for you and make any updates where needed. One of the numbers for the Truman State University alumni is TBD.

As we discussed previously, I have to get the website ready to go before we send data, so I'm trying to get those pieces lined up. Thanks.

Stacy Tucker-Potter ('02)
Director of Engagement
(660) 785-7432

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From: Rellen Hayes [mailto:rhayes@publishingconcepts.com]
Sent: Wednesday, June 12, 2019 8:09 PM
To: Tucker-Potter, Stacy
Subject: Directory Project Marketing Deliverables

Hi Stacy,

Here are the marketing deliverables we'll need from you by **July 19, 2019**.

Marketing Deliverables:

- **Step 1:** Review language for postcards 1-4, emails 1-4, online update site email and review your listing email. This language historically has proven to provide the highest response rate. Send back approvals or approvals with changes.
  - Attached **'Marketing Material for Client Approval**'

- **Step 2:** Send us your Logos.
  - One black and white logo for postcards (circular or square in shape).
  - Email Banner
  - Electronic Signature
    - Tell us how the Signatory would prefer his/her name and title to appear in the marketing
  - Attached **'Art - PC Logo_Email Banner Specs'**

- **Step 3**: Complete a brief one-page summary to help train our call center associates about your school
  - Complete the '**Agent Reference Sheet'**.

We are looking forward to this project, and I look forward to working closely with you!

Best regards,

Rellen

Rellen Hayes
Publishing Concepts | Account Manager
Proud PCI Associate since 2014

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